

Cider in Western Europe

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Abstracts

Cider in Western Europe is being shaped by premiumisation, health and wellness, and fruit trends. To resonate with consumers, brands are innovating in form of low/non-alcohol cider, new flavours, premium cider and sustainable packaging. The positive health associations of cider (perceived natural and lower in alcohol) is benefiting demand for cider. Cider is expected to grow modestly over the forecast period. Yet, there are untapped opportunities from countries growing rapidly from a small base.

Euromonitor International's Cider in Western Europe global briefing offers an insight into to the size and shape of the Cider/Perry market in both the off-trade and the on-trade, it highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands by total volume, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cider/Perry market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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